

## SUCCESS STORY

# Søstrene Grene increases ROAS by 21% and grows revenue by 373% after implementing a new Performance Max campaign structure



## The challenge

Søstrene Grene's main objective was to grow revenue across multiple European markets while unlocking a profit-based approach. Søstrene Grene had a deep understanding of how their products performed, but they wanted to leverage their data to maximise the effectiveness and efficiency of their marketing campaigns.

Their data covered many points, such as product margin, items that were often returned, and products that were frequently added to online shopping baskets. Søstrene Grene already

sorted products into categories based on their contribution to their business goals, but now they wanted to maximise the impact these data points could have on driving efficient online sales.

## The approach

Together with the Google Shopping team, Søstrene Grene decided to set up a new campaign structure, setting ROAS to align with their goals and categorising items based on specific product margin data. By adding these details as part of the new structure, Søstrene Grene aimed to increase both revenue and profits.

The teams also worked on optimising their Shopping campaign structure to align with their business goals, taking advantage of the recently launched Performance Max campaigns. As well as margins, the teams also considered important factors such as delivery costs.

**+373%**

YoY growth in revenue thanks to a new Performance Max campaign structure

**+21%**

YoY increase in ROAS

“The results we've seen with Performance Max campaigns have been really encouraging, giving us the opportunity to take full advantage of our product portfolio and distinct visual identity. Our Google Shopping team has been really helpful in this process, providing excellent feedback on our existing setup and showing us how to maximise the impact of our Performance Max campaigns.”

**Kenneth Pasgaard,**  
Marketplace & Paid Search Specialist

“Upgrading our campaigns to Performance Max has been a game changer for our channel mix. The customer journey is often very complex and it's almost impossible to foresee which channel is more relevant to drive conversions. With Performance Max we are now able to reach our clients across many networks optimising to maximise conversions and with no manual work. Our Google Shopping Account Manager has provided advanced support and advice on how to implement Performance Max campaigns and how to take full advantage of feed optimization, which has been key to drive successful results for Søstrene Grene.”

**René Tingskov,**  
Media & Martech Manager



## The results

After months of testing their new campaign structure, Søstrene Grene saw a +373% year-on-year (YoY) increase in revenue while also improving ROAS by 21% YoY.

Performance Max campaigns allowed Søstrene Grene to optimise their approach to their customers' purchase journey. It helped unlock new and relevant placements for their campaigns including display, video, search and more. This helped them to efficiently communicate with relevant target audiences no matter where in the journey they were, and whether they were known or unknown customers.

## Looking forward

Søstrene Grene plans to continue its partnership with the Google Shopping team and expects to grow their business by leveraging Performance Max campaigns. They will also continue to implement best practices and use tools and recommendations shared by the Google Shopping team. For example, they recently set up new customer acquisition goals, helping them to improve their targeting to grow their customer base.

### **About Søstrene Grene**

*Søstrene Grene is a Danish retail company with over 240 stores in 15 countries. Their primary goal is to make houses feel like homes. Selling all sorts of furnishings, from cups to chairs, and soaps to shelves, they understand how the finer details determine the end result.*

## What is Google Shopping?

Google Shopping is Google's CSS and a Premium CSS Partner that helps businesses grow by selling more and better across Europe, delivering outstanding Google quality service. A Comparison Shopping Service (CSS) is a website that collects product offers from online retailers and then sends users to the retailers' websites to make a purchase. Merchants need to work with at least one CSS to begin placing shopping ads.

